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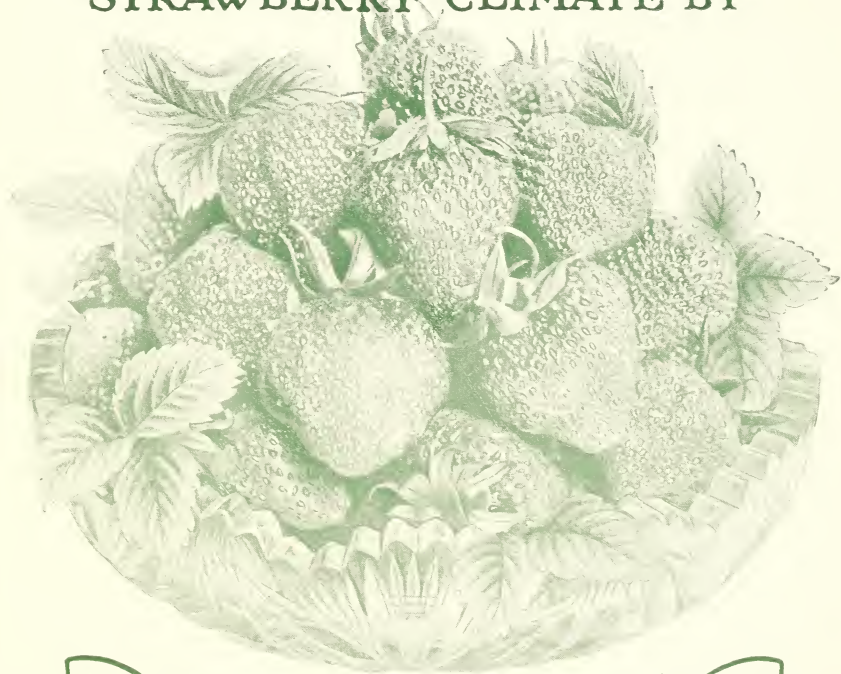


1890

1922

# PURE BRED STRAWBERRY PLANTS

GROWN IN A NATURAL  
STRAWBERRY CLIMATE BY



LADY CORNEILLE

## W. W. THOMAS

The Strawberry Plant Man

ANNA, ILL.

SEASON 1922

32 YEARS



**I** WILL—is the magic that will bring re-adjustment more assuredly and more quickly, and it is that which makes the thoughtful farmer look forward to the coming year with more hopefulness than was possible a few months ago. The farmer, the foundation upon which our nation's prosperity is built, has found a great deal of encouragement in recent developments

which promise to materially relieve their situation before marketing of another crop. Many forces are at work to bring about the necessary re-adjustment and some of those of more direct interest to the farmer are, the Billion Dollar War Finance Corporation authorized by the United States Government has authority until July 1, 1922, to grant loans for agricultural financial relief. The farm labor reduction cost which will mean the 1922 crop will be produced at a lower cost. Land

values are better based which will benefit the cash renter, and will provide the owner with a more stable basis for deter-

mining returns on his investment. The reduction in freight rates already made and other reductions that doubtless will be made in the near future will benefit the farmer by giving him a better margin on his products, and will decrease the price of what he has to buy. Industrial un-employment has been a big depressing factor on farm products. Government reports show a great reduction of un-employment since August and as employment becomes more general the demand for food stuff will increase. The emergency tariff imposing import duties on many farm products will in the opinion of its advocates, bring about a higher price level for your products. High prices for grain and cotton led to the planting of bigger acreages of these at the expense of other agricultural products, not so now. Agricultural products are now more evenly balanced to the demand of the consuming public. Perhaps the most encouraging factor is the gradual decline in the general price level of all commodities, it is inevitable that the proper relations between the price of farm products and the price of other commodities eventually must be attained. Recent reductions in the price of articles the farmer buys is one of the many indications of continued improvement, and we respectfully call your attention to the reduction from \$6.00 to \$4.50 per thousand on our Strawberry Plants, making Strawberry Plants the one best buy for the farmers. The market for quality berries is never over stocked, the investment which produces a \$5,000 Strawberry crop is but a small per cent of the investment needed to produce \$5,000 worth of any other growing crop.

**"I WILL" To set Strawberries in 1922. IT WILL PAY YOU.**





WHEN you order Thomas' Pure Bred Strawberry Plants you are assured of getting your plants in good condition. We assume all risk, by replacing, if there being damaged or lost in transit. When you order Thomas' Pure Bred Plants you get the best that our thirty-two years of experience in growing Strawberry Plants only, can give you. You get plants that are selected and bred to produce the most and best berries. With this assurance can you afford to buy your Strawberry Plants elsewhere? And can you afford not to grow Strawberry Plants? There is no other growing crop that year for year pays as well as Strawberry Plants. We know two instances where a grower sold his patch of Strawberry plants for more than \$675.00 per acre, clear of all cost except that of cultivating the plants one year, a cost which should not run over \$50.00 per acre; \$35.00 is a more reasonable price, this leaving him clear more than \$625.00 per acre. Can you beat it? We say to

you grow Strawberry Plants for profit, pleasure and health.

## Our Climate is the Ideal for Strawberry Plant Culture.

Anna is a natural strawberry climate, and this fact emphasizes in an indisputable manner my claim to the production of unexcelled, unequalled plants.

It is just as natural for the best strawberry plants to grow in this location as it is natural for the big trees to grow in California, for polar bears to inhabit the cold north, or for cotton to grow in the Sunny South.

Our location, which is so favorable for the production of strawberry plants, has a great deal to do with their quality. This location has more favorable conditions for the production of strawberry plants of the highest quality than any location in the United States. The soil, climate and seasons are ideal for this purpose. Our plants are sought after by growers from the Southern States because they have more vitality, more energy and better bearing qualities than those grown in the South. Our plants have the needed rest and dormant season which nature intended the strawberry plant should have and which is very essential to their bearing qualities. For these same reasons our plants are also in great demand in Southern California. These facts are supported by numerous testimonials which we receive from these sections. In these localities our plants produce crops that are a matter of wonderment to the growers. Our plants also have many advantages over those grown in the far North, East or West, because of the climate, soil and other favored conditions of this locality that do not exist elsewhere. The black, heavy soil of the West, the extreme cold of the North, the unfavorable conditions of the East, are but few of the many things that make our plants superior to those grown in those sections.

Isaac Walton said: "Doubtless God might have made a better fruit than the strawberry, but doubtless He never did." We say: "Doubtless God might have made a better combination of soil and climate for growing strawberries than there is at Anna, but doubtless He never did." Anna-bred strawberry plants for this reason will prove most prolific bearers in your soil.

## Preparing Land and Fertility

**D**O YOU want to be just an ordinary strawberry grower, and will you be satisfied with any kind of a crop? No, you want to be a successful grower. You want to do everything you can to make your strawberry crops a success. It is easy to succeed if you will proceed properly. The land should be thoroughly plowed, well harrowed, then dragged or rolled. In some places it is advisable to plant on a ridge, but in most localities level culture is the custom. If planted on a ridge, it should be well firmed with a drag made for that purpose. If the land is good and strong, no fertilizer will be necessary. Bottom lands are usually rich enough in fertilization to require no fertilizer. However, some fertilizer added will almost always pay for itself many times over. Stable manure is a strong fertilizer and when it can be done, the best way is to spread a liberal application of same on land and plow it under late in the summer or early in the fall, rebreak the land before planting deep enough so that the manure will be turned up and be near the top of the soil. Strawberry plants feed near the surface.

When fall plowing is done and the land is plowed twice, the manure should be plowed under nearly enough so that it would become well rotted before the second plowing. If manure is used and land is not rebroken, it leaves it so deep in the ground that it is beyond the reach of the strawberry plants. When the ground is only plowed once or when manure cannot be applied before the first plowing, it should be applied after plowing and worked in the soil well with harrow. We have found it a good plan when plants are planted in the fall to spread manure over the field during the winter and work it in with cultivator in the spring. It acts as a mulch and helps to prevent freezing out if in the North. When the manure is plowed under, it destroys most of the weeds and grass seeds. Commercial fertilizers are used extensively. Among the best are bone meal and cotton seed meal, or similar fertilizer. There are several especially prepared strawberry fertilizers on the market that are good. These can be applied in several ways, can be drilled in the soil where row is to be, broadcast before planting, or drilled in alongside the plants or in any other practical way. Four hundred or five hundred pounds to the acre should be about the proper quantity. If the land is low and inclined to be wet, it should be well drained either with tile or open ditches. It is often advisable to rework land to be sure to have it in splendid condition.

The Cow Pea is perhaps the best crop to precede the strawberry. If the manure that is to be used on the strawberry field is plowed under before sowing the peas, it will give better results than if applied later. Strawberries, as a rule, have been planted and cultivated in any old slipshod way. All that many growers do is to set the plants, give them a semblance of cultivation and hoeing once or twice and let it go at that. At the same time any poor hillside or impoverished field is used; it is not fit for anything else but is good enough for strawberries; then these same growers will tell you that strawberries do not pay. We are glad to know that this class of growers is fast disappearing. The energetic, thinking grower is forcing them out. The up-to-date grower who systematically plants and cultivates berries—feeds his plants—and intelligently harvests and markets his crop, will make more money out of strawberries than he can on any other fruit. Plant food is a necessity if you would be a successful grower. The cow pea not only adds much to the soil as a fertilizer but puts the usual needed humus in the soil and otherwise greatly improves it.





## Planting

A Thomas plant well set will live and great care should be exercised in setting your plants. We use the marker pictured above to get our rows straight. Having planted successfully for years with a spade and having tried various other ways without as good results, we now have all our planting done with spades. In planting a man and boy work together; they face the way the row runs. The man uses the spade with his right hand and carries the basket of plants on his left arm. (Note the damp sack or cloth protecting the plants, do not expose them to the sun or wind before setting.) The spade is placed at a right angle with the row, the left edge of the spade being even with the mark. With the right foot force the spade deep in the soil at a slight angle,

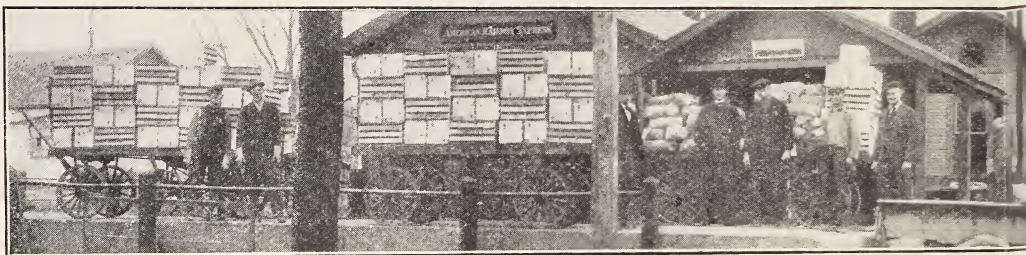
push the handle forward, which leaves an opening behind the spade in which to insert the plant. The boy does this by taking the plant between his thumb and second finger of right hand, the first finger extending straight down beside the roots. With a quick swing place the plant in the opening behind the spade down to the bud and hold it in this position until the spade is removed and the man with his left foot presses the soil firmly to the plant. With a little practice one can become very rapid and proficient. In planting the dirt should always be well pressed to the plant. This is very necessary and the roots should always be well down and not doubled up. We advise cutting off about one-third of the roots. When planting in the spring, We like to plant on solid or firm soil and as early in the spring as possible.







The packing house crew and some of the women who cleaned and tied your plants. We have accommodations for  
woman ties more than 8,000 a day.



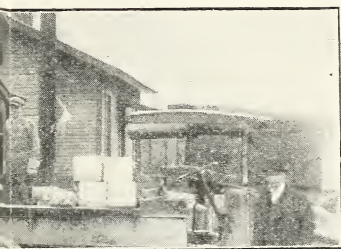
Above, shipping nearly three-quarters of a million Strawberry Plants by express. Below, the day's mail shipment  
to Cuba.



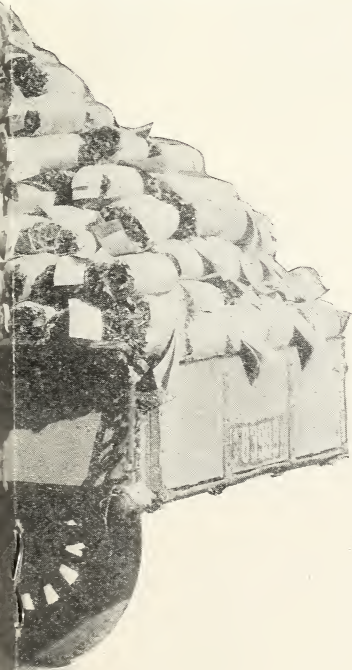




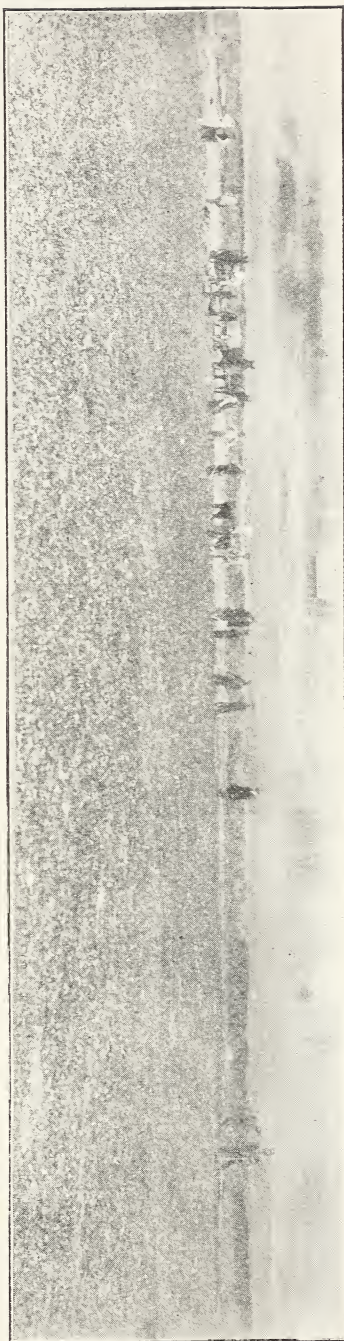
Plans for 60 women. The average



shipment of which nearly 50,000 go



Digging your Strawberry Plant order from a solid mass of plants the rows and middles all alike filled with plants, also note there are no weeds. Our careful cultivation keeps them out. In this field there are more than 14 acres of plants. We have eight just such fields to dig your plants from. As fast as these men dig your plants they are sacked and hauled to one of our big basements, where they are protected from the sun and wind. The plants are carried from the basement to the tying rooms where all the dead leaves are removed, the roots straightened out and tied in neat bundles of 25 plants. The packer then packs the plants on your order in the best sphagnum moss. Your order is then carried to a cool basement where it is kept until a few minutes until the mail or express is due, when it is hauled quickly to town and mailed or expressed to you, and to every reader of this book we want to mail or express to you some of our wonderful fruit producing strawberry plants, and our Big Bargain Coupon puts plants in the reach of all. You have room in your garden or yard for a few strawberries. 25 plants will produce a lot of berries. 100 plants will supply your table and leave some to can. Order a few this year, you will want more next. Just fill out coupon and mail to use. Thanks—and then you will thank us.



W. W. THOMAS, Anna, Illinois.

Inclosed find (25c—\$1.00) for which please send (25—100)  
(Check which) (Check which)

strawberry plants postpaid to address below:

Name .....

Address .....







The packing house crew and some of the women who cleaned and tied your plants. We have accommodations for 60 women. The average woman ties more than 8,000 a day.



Above, shipping nearly three-quarters of a million Strawberry Plants by express. Below, the day's mail shipment of which nearly 50,000 go to Cuba.



Digging your Strawberry Plant order from a solid mass of plants the rows and middles all alike filled with plants, also note there are no weeds. Our careful cultivation keeps them out. In this field there are more than 14 acres of plants. We have eight just such fields to dig your plants from. As fast as these men dig your plants they are sacked and hauled to one of our big basements, where they are protected from the sun and wind. The plants are carried from the basement to the tying rooms where all the dead leaves are removed, the roots straightened out and tied in neat bundles of 25 plants. The packer then packs the plants on your order in the best sphagnum moss. Your order is then carried to a cool basement where it is kept until a few minutes until the mail or express is due, when it is hauled quickly to town and mailed or expressed to you, and to every reader of this book we want to mail or express to you some of our wonderful fruit producing strawberry plants, and our Big Bargain Coupon puts plants in the reach of all. You have room in your garden or yard for a few strawberries. 25 plants will produce a lot of berries. 100 plants will supply your table and leave some to can. Order a few this year, you will want more next. Just fill out coupon and mail to use. Thanks—



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(Check which) (Check which)

strawberry plants postpaid to address below:

Name .....

Address .....





## Cultivation

**C**ULTIVATION should commence early in the spring and continue all summer. This applies to plants set in the fall, winter or spring. A small tooth cultivator is the best and should be used about every ten days or oftener. If rains should be heavy and pack the soil, then cultivate as soon after the rain as ground is dry enough. The grass and weeds should be removed from row and from around the plants and soil loosened between the plants. Give thorough cultivation, it will pay. When field is planted both ways, it will be found that there will be a great saving in the hoeing, until runners start to grow, by cultivating both ways. The soil should be kept thoroughly loose and well pulverized all summer. Cultivation should always be done as soon after a rain as the ground is dry enough. When the runners commence to grow, hoeing will have to be done with more care. When the new plant begins to form on the runners, it should be pressed down and a little loose soil thrown on the runner just behind the small plant. This will hold it to the ground and will aid the new plant greatly in rooting. We advise letting the first runners grow and after enough plants have been rooted, then keep all runners cut off. In the South when the strawberries are planted in the fall, they should be cultivated from planting time until about blooming time, when they are usually mulched and cultivation ceases.



Cultivation Strawberry Plants on the Farm.

## Number of Plants Required Per Acre

24 x 12 inches apart.....	21,780 plants	42 x 24 inches apart.....	6,225 plants
24 x 24 inches apart.....	10,890 plants	48 x 12 inches apart.....	10,890 plants
36 x 12 inches apart.....	14,520 plants	48 x 18 inches apart.....	7,260 plants
36 x 24 inches apart.....	7,260 plants	48 x 24 inches apart.....	5,445 plants
36 x 30 inches apart.....	5,800 plants	48 x 30 inches apart.....	4,400 plants
36 x 36 inches apart.....	4,840 plants	48 x 36 inches apart.....	3,630 plants

## Care of Old Strawberry Fields

**T**HERE are various methods practiced in the care of fields after the first and second crop has been harvested throughout much of the strawberry-growing country, especially where the matted row system is practiced as two or three crops of berries are harvested from the field before ploughing under.

Cultivation after the crop is harvested is very beneficial for the next crop. The general practice is to bar off the rows with one-horse plow, throwing the dirt to middle, and after a few days thoroughly work out the middles with double shovel and large tooth cultivator until the ground is put in good condition, and the soil worked back to the row. The weeds that grow on the row are kept cut out. Cultivation should be kept up during the remainder of the summer; very seldom hoeing is done.

An application of wood ashes or commercial fertilizer applied on the row is beneficial. Another way of treating the fields, which is also good, is to throw the dirt over the row from both sides with one-horse plow, work out middles with double shovel and then cross harrow the fields until most of the dirt has been drug from the top of the row. This will leave loose soil well mixed among the plants. Cultivation through the middle should continue throughout the summer.

When plants are grown in hills they can be cultivated and hoed in same way as in first year.

## Mulching

**M**ULCHING is practiced in the North to protect the strawberries from severe freezing, and in the South to protect the ripening fruit from sand and dirt. Lying between these two sections, there is a vast territory where strawberries are not always mulched, but if mulching is done it should be light and not as heavy as farther North. Straw or any other coarse litter is good for mulching and should be applied in the North about the time the ground begins to freeze; in the South just before plants begin to bloom. In the South pine needles are used extensively for mulching and when applying them just before blooming time care should be exercised so that the mulching will not be too thick directly over the plant, but should be applied thin enough so that the plant will grow through.

## Something About Varieties

**T**HERE are too many varieties of strawberries. If all were good it would be different. A great many of the varieties introduced each year are a total failure. Some good but not good enough. One may have quality but lack in productiveness, on the other hand, it may be productive but lack in color, firmness or keeping quality.

Occasionally a variety is introduced that has so many good qualities that it becomes a very valuable berry. Occasionally, too, is introduced a berry so superior that many of the leading varieties preceding it are discarded for it. Such is the history of the Klondyke, the great Southern variety, and Senator Dunlap, the great Northern variety.

If we were asked what berries to plant in the South and North and were asked to confine our answer only to one variety for each locality, we would say Klondyke for the South and Senator Dunlap for the North.

Your plants must reach you in a condition that pleases you, and if for any reason your plants do not please you when received if you will notify us at once we will replace all or any part of your order which is not satisfactory.





## Description of Varieties

✓ **EXCELSIOR—S—(Early)**—This berry has not become famous for the home garden, but for the producer who grows for market purposes. He will get in the Excelsior an extra early berry, one that can be grown profitably, capable of standing drouth and heat. A good berry for any professional grower, especially Southern growers. It is a seedling and a Wilson-Hoffman product. No more of any other extra early variety are grown for the market than Excelsior, and it is recommended for its productivity.

✓ **BIG JOE—P—(Early)**—Very productive. Good size and pretty berry. Ideal for matted row.

✓ **PREMIER—P—(Early to Mid-Season)**—A clean plant growth free from rust. Tall foliage, heavy bearer of large, well shaped berries. Always bringing the top price on the market.

✓ **MICHEL'S EARLY—S—(Early)**—There are few varieties equally well known but a description is not out of place, that the descriptions of the newer berries may not cause this one to be overlooked by the grower who wants a medium sized, evenly colored berry with a rich, mild flavor, solid meat, and a splendid shipper. Foliage tall, the leaves are long and light green color.

✓ **LADY THOMPSON—S—(Medium)**—This is another great Southern berry. The fruit is of medium large size, a good shipper and has a good market value. It is also grown extensively in Southern California. Hundreds of growers in the South look to the Lady Thompson as their money crop. Another added advantage that it has is that it is one of the best drouth resisters.

✓ **GIBSON—P—(Mid-season)**—The fruit is large, well-formed, juicy, and delicious. From the outside to the heart the fruit is a clear red, and holds its size to the last berry on the plant. Adapted to the North more than the South.

✓ **DR. BURRILL—P—(Mid-season)**—The Dr. Burrill stands among the very best in mid-season strawberries. It is one of the strongest growers and exceedingly productive of medium to large well shaped rich glossy red through and through. This is a cross between the Dunlap and Crescent. Is one of the cleanest plants grown, no rust at any time, does well where many of the most promising varieties fail. ]

✓ **HAVERLAND—P—(Medium)**—This is a mid-season producer and has more competition as such than either the earlier or the late variety, consequently when it is said that the Haverland is a perfect producing variety it means a great deal in its favor. The plants are healthy, vigorous and large, producing ample runners and is a producer of recognized ability. It is an extremely hardy variety and is so productive that the stems are unable to hold the fruit from the ground. This makes mulching desirable, and that would assist to rapid handling at picking time. It is one of the old varieties that have always stood good.

**WARFIELD—P—(Medium)**—This is a pistillate variety and has a popularity that comes to but few varieties. It has a large, beautiful, cone-shaped berry, with a fadeless dark red exterior, and the dark red color is retained to the center of this exceptionally juicy fruit, which is just tart enough to be deliciously palatable. It is a popular berry for canning, a good looker in market, a superior shipper and its general appearance on the vines is retained after it is in the market.



# Order Sheet

192

## ANNA, ILLINOIS

AMOUNT ENCLOSED

P. O. Order     "     \$\_\_\_\_\_

Exp. Money Order \$\_\_\_\_\_

Draft . . . . . \$\_\_\_\_\_

Cash . . . . . \$ .....

Total - - - - - \$\_\_\_\_\_

State \_\_\_\_\_

Ship by Express, Freight, Mail. Mark X across the way you wish plants sent.

[illegible]

Shipping Season October 1, to May 20



**CHESAPEAKE—S—(Late)**—The original home of the Chesapeake is to an extent indicated by its name. It was introduced in Maryland and carries the name of the bay that furnished the state its waterway. It is a seedling and has many good points of many good varieties. The plants are large, vigorous, rustless and without inferior point. Foliage thick and upright, with an almost round leaf. It is a large stemmed variety and much of the fruit is held from the ground by them. They are similar in size to the Gandy, but more productive, firmer and of better quality. Green tips are unknown in the Chesapeake. It is a good producer on any land that will grow strawberries. One of the best late strawberries.

**BRANDYWINE—S—(Late)**—A berry that has truly earned the popularity it enjoys. Large, deep red fruit, and a top-notch fancy market product, thrives on almost any soil. Ripens with the medium late class. Flesh firm and red all the way through. Productiveness above the average, ships well and is one that can be depended upon to give general satisfaction to growers. Is extra prolific in Northern and Middle States, and in Southern California and Florida. Cream color in center; has a delicious flavor; foliage dark green, roots deep, enabling it to endure more dry weather than most varieties.

**PROGRESSIVE**—Progressive is probably the best known ever-bearer at this time, and has been more widely distributed than any other ever-bearing variety. Is a great drought resister, and begins to ripen large crops of medium size berries almost as soon as set out and for this reason it is best to keep fruit buds pinched off for first three months. Will make abundance of small fruit on a thick matted row, but should be grown in hills for best results, or at least in a narrow matted row. Progressive unlike any of the other everbearing varieties is the earliest berry to blossom in the spring, and is very hardy from frost, and as it is also a persistent bloomer, it is bound to be the first variety to ripen and no matter how cold the spring or how late, Progressive may be counted on for a full crop.

## Heeling In Plants

**I**T IS often advisable and necessary to heel plants in until ready to plant. I have always advocated the early spring or winter shipment of strawberry plants in cool or cold weather before planting time and heeling the plants in until ready to use them. They can be kept a long time in this way in good condition. If the ground is frozen when plants are received, heel in the first day when it is not freezing, then if threatened with cold weather the plants should be covered with straw until cold weather is over. If one is expecting a shipment of plants in cold weather it is well to have the place you expect to heel the plants in well covered with straw some time when the ground is not frozen, then when the plants are received you can remove the straw and heel in although the ground elsewhere may be frozen. Heeling in, however, should always be done at a time when it is not freezing. In heeling in a small trench should be opened with a hoe, throwing the dirt back to one side to form a bank, the bunches of plants should be opened and the plants spread out thinly against the bank and the dirt well up to the crown pressed to the plants firmly. Then another trench, more plants, more dirt, and so on until all the plants are heeled in.





Thomas' Pure Bred Strawberry Plants Are Best—Order Them Now



## IT IS EASY TO GROW STRAWBERRIES WITH THOMAS' PURE BRED PLANTS

**Y**OU will find nothing so interesting as a strawberry bed, furnishing strawberries for your own table, this you can do whether you live on a city lot or a large farm. From the time the plants begin to put out new leaves until the ripe red berries appear, there is a constant fascination in the ever changing development of the strawberry. Think of going into your garden and watching the different stages of growth and when the berries begin to ripen having the choicest of God's good gifts of your own growing for your table.

There are some varieties that are splendid for home use that are not a success as a shipper. In our Home Garden Collections we will send the varieties best suited for your locality and needs. If you have an idle city lot or an idle acre or more on your farm, put them to strawberries for the market, there is no growing crop that will make you as much money as the strawberry. We have in our files letters from all over the country telling of the big profits our customers are making growing strawberries, they tell of selling better than \$2,200 per acre of strawberries.

The outlook for the strawberry grower was never better. He is dealing in a staple commodity, that is year after year becoming more and more a world necessity. The demand for strawberries is always much greater than the supply, and for no time will this be so true as for the next few years. The world is fruit hungry. The strawberry is the first fresh fruit of the year and a welcome visitor to every table. The demand for strawberries is never over run, especially quality berries and quality can command price.

Thomas' Plants are bred and grown to produce the best strawberries. When you buy Thomas' Pure Bred Plants you will receive plants that have been selected and bred up to produce more and better strawberries.

## HOME AND MARKET SELECTION

We recommend this selection to you who love to work in a garden a few minutes in the cool of the morning or evening. It requires a piece of ground 36x50 feet and will raise all the berries you can use with a big surplus to sell to your neighbor or groceryman. The plants selected will produce big showy berries.

200 EARLY, Regular catalog price.....	\$1.40
200 MEDIUM, Regular catalog price.....	1.40
200 LATE, Regular catalog price.....	1.40
Not delivered regular price.....	4.20

**OUR SPECIAL PRICE  
DELIVERED TO  
YOUR TOWN  
\$4.00**

To order above use enclosed order blank and order by name (1) Home and Home Market Selection.

**W. W. THOMAS**  
THE STRAWBERRY PLANT MAN  
**ANNA, ILL.**